



Cracking St Ewe: Setting the brand up for the next phase of success

A success plan in the making

The business needed some help with their core brand positioning, understanding their consumer, and messaging on retail packaging, as the business was growing and scaling up.

A consumer insight driven approach

- Consumer research with non-St Ewe egg buyers and St Ewe egg buyers to understand key motivations to egg purchase and opinions on the brand.
- Brand workshop with all key members of the St Ewe team in order to align and discuss the brand as a group.

A comprehensive review and recommendations of what their brand proposition should be

Along with key on pack messages in a clear and concise document and an upgrade of the brand logo design which reflected the new brand proposition.

